

Hosting League State Championships

Community Development Workshop - 2025



Agenda

- Overview of USTA League State Championships
- Benefits of Hosting
- The Bid Process Explained
 - Components of a Successful Bid
 - Timeline
- Event Planning
- Best Practices

What are USTA League State Championships?

USTA League Structure:

Local > State > Section > National

Typical Size: 600-1300 players/weekend

Duration: Thursday-Sunday

Time of Year Varies (based on event): May, June, September, October, November





What are the benefits of hosting a State Championship?

Partnership opportunities (Sponsorships, CVBs, etc.)

Marketing and Tourism opportunities

Economic Impact – Local hotels, restaurants, businesses

Long-term tennis and community engagement



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Economic Impact Example

40 & Over State Championship in 2022:

Based on a 3 day event, 923 participants and an average rate of \$123.09, estimated (conservative) economic impact is as follows:

\$573K in Economic Impact

\$312K in Direct Visitor Spending

\$19K in Mecklenburg County Taxes



What are the benefits of hosting a State Championship?

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What are the Key Components for a Successful Bid?

Detailed Facility Information

Water, ice, bathrooms, parking, benches

of courts varies based on event

Facilities within a 30 min radius preferred

Large facilities preferred

Clay courts for 55+/65+ divisions preferred

Community Support and Volunteer Resources

Local Hospitality Plans



Bid Process Timeline

For the 2027-2028 Championship Season Bid Process

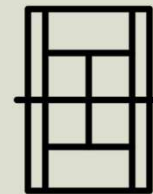
Fall 2025



**Start talking to your
CTA/Board/Parks & Rec Now!**

Gauge interest from local facilities. Talk to them about what time of year works best, how many courts they would be willing to offer, etc.

Begin conversations with your CTA/Board and consider feasibility of hosting a State Championship. Consider the following: Do you have enough courts in the area to host? What surface are they? What time of year would you be most feasible? Are you prepared to submit a bid for the next cycle (2027/2028)?



Winter 2025-2026

**Talk with local facilities to
introduce idea to host and gain
interest**



Spring 2026

**Bid Packet sent to all CTAs
by USTA NC Bid Committee**

*When ready, interested parties
should submit a bid form. One bid
form submitted for each
championship of interest. Any
questions can be sent to USTA NC
Staff*



July 2026

Bid Application Closes

*A USTA NC Bid Committee Member or
Staff Liaison will send out a packet of
information AND the bid form.*



Spring & Summer 2026

**Bid Forms filled out by
CTAs/interested hosts and
submitted**

2025-2026 USTA North Carolina League State Championships

USTA (United States Tennis Association) North Carolina is inviting bids for its 2025 and 2026 Adult League State Championships. These events are hosted for players from across the state who will compete for USTA North Carolina State Titles and some divisions may have the opportunity to advance to the USTA League Section Championships and Invitationals. Players of all skill levels participate and represent over 20,000 players in North Carolina.

The economic impact of hosting a USTA North Carolina State Championship is significant to the community. Our tournaments bring anywhere from 150-2400 players to the area (depending on the size of the specific tournament) who stay in the area for 3-4 days. For example, the estimated economic impact to the Lake Norman Community for hosting the 18's Championship has been over \$1 million each year. USTA North Carolina offers a stipend for each host and encourages sponsorships that help to ensure the host organization has a positive financial outcome and players have a positive experience. USTA North Carolina is there to assist in creating a great event that will showcase your area.

If you are interested in hosting one of these dynamic events and have an active and enthusiastic tennis community that will serve together with a supportive civic and municipal community partner, then we invite you to bid for one of these major sporting events. All Bids are for two years with an evaluation and right of refusal after the first year.

Host Organization Responsibilities

(More specific information on each topic on the following pages)

- Secure the tennis facilities for use during the tournament
- Negotiate and secure room blocks for players (though USTA NC will sign contracts)
- Secure space for Tournament Headquarters (could be at tennis facility or host hotel)
- Assist with player gift OR function planning and execution
- Provide additional space for any NC or Southern League Sponsors or vendors as needed
- Provide volunteer support to assist in all aspects of running the event

In return, USTA North Carolina will offer a stipend to the local organizing body as noted in the Tournament Overview Chart on page 3.

USTA North Carolina Responsibilities

Spring 2026

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Tournament Overview Chart

Click [here](#) to be directed to the Bid Form for the following events. Tournaments listed in order of # of courts required.

Championship	Min Courts	Clay Court Requirement	Court Format	Approx # Players	Dates 2025	Dates 2026	Stipend	Max Court Fee Reimbursement
70s Invitational	12	All Clay	4 Court	100	April 15-17*	April 14-16*	\$1,000	-
65 & Over	30	All Clay	3 Court	450	May 16-18	May 15-17	\$4,000	\$1,500
55 & Over	39	All Clay	3 Court	700	May 30-June 1	May 29-31	\$5,000	\$1,950
40 & Over	75	Any Combination	5 Court	TBD	June 19-22	June 18-21	\$6,000	\$3,750
18 & Over	75	Any Combination	5 Court	1000	June 12-15	June 11-14	\$6,000	\$3,750
Tri-Level	48	Minimum 12 courts clay	3 Court	900	Sept 18-21	Sept 17-20	\$5,000	\$2,400
Singles League	65	Minimum 18 courts clay	3 Court	700	Oct 2-5	Oct 1-4	\$5,000	\$3,250
Combo (Week 1)	65	Minimum 30 courts clay	3 Court	1500	Oct. 30-Nov. 2	Oct. 29-Nov. 1	\$6,000	\$3,250
Combo (Week 2)	60	Minimum 27 courts clay	3 Court	1200	Nov 6-9	Nov 5-8	\$6,000	\$3,000

*Dates can be one week later if necessary

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The USTA NC Bid Committee will review bids submitted. Site visits will occur, if necessary.



October 2026

Bid Committee Awards Bids



August/September 2026

Bid Committee Reviews Bids

USTA NC will awards bids to selected hosts. From here, USTA NC State League Coordinator will contact hosts to start preparations for the Championship!



What Does the Event Planning Look Like?

Pre-event coordination (communication with USTA staff for 6-8 months leading up to event, securing facilities and hotels early)

On-site operations (Volunteer supplies pick-up, storage of overnight materials, tournament HQ)

Player experience enhancements (gifts/snacks, socials, signage)

Contingency planning (weather planning, etc.)



What are Best Practices?

Site Leaders for each site

"Runners" throughout the event

Sponsorships to offset costs to CTAs

Partnering with local CVBs

Questions?

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